

## RESUME

Mark I. Alpert

### Present Position:

Foley's Professorship in Retailing, Department of Marketing Administration, Graduate School of Business, The University of Texas at Austin, Austin, Texas.

### Education:

B.S., Massachusetts Institute of Technology, 1964. Major: Industrial Management; minor: Mathematics.  
M.B.A., University of Southern California, 1965. Major: Marketing.  
M.S., University of Southern California, 1967. Major: Quantitative Business Analysis.  
D.B.A., University of Southern California, 1968. Major: Marketing; Minors: Economic Theory and Business Economics, Management Theory, Quantitative Business Analysis.

### Academic Experience:

Foley's - Federated, Inc., Centennial Professor in Retailing, Graduate School of Business, The University of Texas at Austin, September, 1987 to date.  
La Quinta Motor Inns., Centennial Professor of Business Administration, The University of Texas at Austin, Texas. September, 1982 to August, 1987.  
Professor of Marketing Administration, The University of Texas at Austin, Texas. September, 1976, to August, 1982.  
Visiting Professor of Business Administration, The University of Pittsburgh, January, 1978, to August, 1978.  
Associate Professor of Marketing Administration, The University of Texas at Austin, Texas. September, 1972, to August, 1976.  
Assistant Professor of Marketing Administration, The University of Texas at Austin, Texas. September, 1968, to August, 1972.  
Assistant Professor of Marketing, California State College at Long Beach, California. September, 1967, to June, 1968.  
Commerce Associate Research Fellow, University of Southern California, 1965-67.  
Executive Development Programs Assistant, University of Southern California, 1967.

### Publications:

#### Articles in Print:

Myers, James H. and **Mark I. Alpert**, "Determinant Buying Attitudes: Meaning and Measurement," Journal of Marketing, 32 (October, 1968), 13-20.

Reprinted in D. Maynard Phelps (ed.) Product Management: Selected Readings (1960-69). Homewood, Illinois: American Marketing Association (1970).

Reprinted in David L. Kurtz (ed.) Marketing: Concepts, Issues, and Viewpoints. Morristown, New Jersey: General Learning Corporation (1972).

Reprinted in Keith K. Cox and Ben M. Enis (eds.) Readings In the Marketing Research Process. Pacific Palisades, California: Goodyear Publishing Company (1973).

Reprinted in Stanley J. Shapiro and Jean-Charles Chebat (eds.) Marketing Management: Readings in Operational Effectiveness. New York, New York: Harper & Row (1974).

Reprinted in Gerald Zaltman and Philip C. Burger, Marketing Research: Fundamentals and Dynamics. Hinsdale, Illinois: Holt, Rinehart, and Winston (1975).

Republished in Marketing Management (Marketing "Classics" Series), 6 (Summer, 1997), pp. 50-56.

**Alpert, Mark I.**, "Identification of Determinant Attributes - A Comparison of Methods," Journal of Marketing Research, 8 (May, 1971), 184-91.

Reprinted in Ian Fenwick and John Quelch (eds.) Consumer Behavior for Marketing Managers. Boston, Massachusetts: Allyn and Bacon (1984).

**Alpert, Mark I.**, "Personality and the Determinants of Product Choice," Journal of Marketing Research, 9 (February, 1972), 89-92.

**Alpert, Mark I.** and Robert A Peterson, "On the Interpretation of Canonical Analysis," Journal of Marketing Research, 9 (May, 1972), 187-92.

Reprinted in Joe Hair, et al., An Introduction to Applied Multivariate Statistics. (1975).

**Alpert, Mark I.** and Robert E. Witt, "Psychological Market Segmentation: An Empirically Derived Typological Approach, Psychological Reports, 1973, 33, 431-6.

**Alpert, Mark I.** and W. Thomas Anderson, Jr., "Optimal Heterophily and Communication Effectiveness: Some Research Findings," Journal of Communication, 23 (September, 1973), 328-43.

**Alpert, Mark I.** and Jon F. Bibb, "Fitting Branch Locations, Performance Standards, and Marketing Strategies: A Clarification," Journal of Marketing, 38 (April, 1974), 72-74.

Anderson, W. Thomas, Jr. and **Mark I. Alpert**, "Optimal Heterophily: Aid to Effective Communication," Public Personnel Management, 3 (July-August, 1974), 279-88.

Anderson, W. Thomas, Jr. and **Mark I. Alpert**, "Subject-Anticipated vs. Experimentally-Determined Measures of Communication Effectiveness: Advertising Implications," Journal of the Academy of Marketing Science, 3 (Spring, 1975), 119-28.

Knight, E. Leon, Jr., **Alpert, Mark I.** and Robert E. Witt, "Variation in Group Conformity Influence," Journal of Social Psychology, 98 (1976), 137-38.

**Alpert, Mark I.** and C. Shane Davies, "Amtrak in Texas: An Appraisal," Southeastern Geographer, (1976).

Anderson, W. Thomas Anderson, Jr., **Alpert, Mark I.** and Linda L. Golden "Relational Analysis of Teaching Effectiveness," Catalog of Selected Documents in Psychology, 7 (August, 1977), 81.

Anderson, W. Thomas Anderson, **Alpert, Mark I.** and Linda L. Golden, "A Comparative Analysis of Student-Teacher Interpersonal Similarity and Teaching Effectiveness," Journal of Educational Research, 17 (September/October, 1977), 34-44.

**Alpert, Mark I.** and Linda L. Golden, "The Marketing of Mass Transit to Diverse Groups Within a Community," Journal of Urban Analysis, 5 (1978), 285-302.

Betak, John, Storey, James W., **Alpert, Mark I.**, and Linda L. Golden, "Mode Choice as a Multiple Criteria Decision Task," Journal of Urban Analysis, 6 (1979), 59-88.

Hirschman, Elizabeth C., **Alpert, Mark I.** and Rajendra K. Srivastava, "Consumer Credit Card Usage and Retail Purchasing," Journal of Retail Banking, 2 (March, 1980), 54-66.

Golden, Linda L., **Alpert, Mark I.** and John F. Betak, "A Programmatic Research Approach to Transit Marketing," Traffic Quarterly, 34 (October, 1980), 627-47.

Rust, Roland T. Rust and **Mark I. Alpert**, "An Audience Flow Model of Television Viewing Behavior," Marketing Science, 3 (Summer, 1984), 113-24.

Rust, Roland T. Rust and **Mark I. Alpert**, "On Establishing a Dialogue in Television Viewing Research," Marketing Science, 3 (Summer, 1984), 126-7.

Srivastava, Rajendra K., **Alpert, Mark I.** and Allan D. Shocker, "A Customer-Oriented Approach for Determining Market Structures," Journal of Marketing, 48 (Spring, 1984), 32-45. Received *Alpha Kappa Psi* Award for Outstanding Contribution to the Practice of Marketing, 1984.

Golden, Linda L. and **Mark I. Alpert**, "Comparative Analysis of the Relative Effectiveness of One- and Two-Sided Communication for Contrasting Products," Journal of Advertising, 16 (March 1987), 18-25, 68.

Golden, Linda L., **Alpert, Mark I.** and John Betak) "Psychological Meaning: Empirical Directions for Identification and Strategy Development," Psychology & Marketing, 6 (Spring 1989), pp. 33-50.

Alpert, Judy I. and **Mark I. Alpert**, "Music Influences on Mood and Purchase Intentions," Psychology & Marketing, 7 (Summer 1990), pp. 109-134.

Rust, Roland T, Kamakura, Wagner, and **Mark I. Alpert**, "Viewer Preference Segmentation and Viewing Choice Models for Network Television," 21 (March 1992) Journal of Advertising, pp. 1-18 (lead article).

Brockett, Patrick L., Derrig, Richard A., Golden, Linda L., Levine, Arnold, and **Mark I. Alpert**, "Fraud Classification Using Principal Component Analysis of RIDITs," The Journal of Risk and Insurance, 69 (2002, No. 3), pp. 341-371. Received the ARIA Research Prize for 2003, awarded to the authors "of a paper published by the American Risk and Insurance Association that provides the most valuable contribution to casualty actuarial science."

**Alpert, Mark I** and Rajagopal Raghunathan, "Psychometrics of Hotel Service Quality: Comparative Factor Structures of Alternative Market Segments," International Business And Economics Research Journal, 2, (2003, No. 9), pp. 33-40.

**Alpert, Mark I.**, Alpert, Judy I and Elliot Maltz, "Purchase Occasion Influence on The Role of Music in Advertising," Journal of Business Research, 58 (March, 2005), 369-376.

Refereed Conference Papers in Print:

**Alpert, Mark I.**, "A Canonical Analysis of Personality and the Determinants of Automobile Choice," American Marketing Association Proceedings, 1971, pp 312-16.

**Alpert, Mark I.** and W. Thomas Anderson, Jr., "Source-Receiver Differences and Communication Effectiveness: Method and Application," American Marketing Association Proceedings, 1972, pp. 332-7.

**Alpert, Mark I.**, "Market Segmentation: A Determinant Attribute Approach," American Institute For Decision Sciences Proceedings, 5 (November, 1973), 290.

**Alpert, Mark I.** and C. Shane Davies, "A Decision Sciences Approach to the Marketing of Public Transportation," American Institute for Decision Sciences Proceedings, 6 (November, 1974), 162-65.

**Alpert, Mark I.**, Peterson, Robert A. and Warren S. Martin) "Testing the Significance of Canonical Correlations," American Marketing Association Proceedings, (1975), 117-19.

**Alpert, Mark I.** and Robert A. Peterson, "Automobile Purchasing Behavior During the Energy Crisis," American Institute for Decision Sciences Proceedings, 6 (November, 1976), 120.

Achabal, Dale D. and **Mark I. Alpert**, "A Macro-Marketing Approach for Planning and Evaluation of Emergency Medical Services Delivery Systems," American Marketing Association Proceedings, (1976), 125-29.

Myers, James H. and **Mark I. Alpert**, "Semantic Confusion in Attitude Research: Saliency vs. Importance vs. Determinance," Association for Consumer Research Proceedings, 4 (1977), 106-110.

Reprinted in James D. Scott, et al., Introduction to Marketing Management. Homewood, Illinois: Richard D. Irwin, Inc. (1981).

Anderson, W. Thomas, Jr., **Alpert, Mark I.** and Linda L. Golden, "Marketing Education: Teaching Effectiveness and Interpersonal Distance," Southwestern Marketing Association Proceedings (February), 1977), 32.

**Alpert, Mark I.** and Linda L. Golden, "Market Segmentation for Public Transportation: An Empirical Approach," Southwestern Marketing Association Proceedings, (February, 1977), 41.

Golden, Linda L. and **Mark I. Alpert**, "The Relative Effectiveness of One-sided and Two-sided Communication for Mass Transit Advertising," Association for Consumer Research Proceedings, 5 (1978), 12-18.

**Alpert, Mark I.** and Linda L. Golden, "Transportation Attitudes Over Time: A Longitudinal Approach," Association for Consumer Research Proceedings, 5 (1978), 194-200.

Hirschman, Elizabeth C., **Alpert, Mark I.** and Rajendra K. Srivastava, "An Empirical Examination of Alternative Models for Predicting Consumer Utilization of Two Credit Card Systems," in William L. Wilkie (ed.) Advances in Consumer Research, 6 (Ann Arbor: Association for Consumer Research, 1979), 592-98.

Golden, Linda L., Betak, John F. and **Mark I. Alpert**, "Attracting Potential Switchers to Mass Transit: Mode Choice as a Multi-Attribute Decision Model," in William L. Wilkie (ed.) Advances in Consumer Research, 6 (Ann Arbor: Association for Consumer Research, 1979), 519-25.

**Alpert, Mark I.**, "Sex Roles, Sex, and Stereotyping in Advertising: More Questions Than Answers," in William L. Wilkie (ed.) Advances in Consumer Research, 6 (Ann Arbor: Association for Consumer Research, 1979), 73-77.

Hirschman, Elizabeth C., **Alpert, Mark I.** and Rajendra K. Srivastava, "Credit Card Utilization Within a Retail Environment," Southwestern Marketing Association Proceedings, (1979).

**Alpert, Mark I.**, "Unresolved Issues in Identification of Determinant Attributes," in Jerry C. Olson (ed.) Advances in Consumer Research, 7 (Ann Arbor: Association for Consumer Research, 1980), 83-88.

Zaltman, Gerald, **Alpert, Mark I.** and Michael Heffring, "Issues in the Measurement and Use of Chronological and Non-chronological Age," Association for Consumer Research (Fall, 1980).

**Alpert, Mark I.** and Linda L. Golden, "The Impact of Education on the Relative Effectiveness of One-sided and Two-sided Communications," in Bruce J. Walker, et al. (eds.) An Assessment of Marketing Thought and Practice, Chicago, Illinois: American Marketing Association 1982 Educators' Conference Proceedings (1982), 30-33.

Golden, Linda L., **Alpert, Mark I.** and Wayne D. Hoyer, "The Impact of Repetition on Advertisement Miscomprehension and Effectiveness," in Richard P. Bagozzi and Alice M. Tybout (eds.) Advances in Consumer Research, 10 (Ann Arbor: Association for Consumer Research, 1983), 130-35.

Hoyer, Wayne D. and **Mark I. Alpert**, "Additional Theory and Data Contrasting Measures of Attribute Importance," in Patrick E. Murphy, et al. (eds.) American Marketing Association

Proceedings (1983), 78-82. This paper was selected as the best paper in the Consumer Behavior track of the 1983 conference.

**Alpert, Mark I.**, McGrath, John, and Judy I. Alpert, "Magic Prices: An Extension," in Bert M. Steece and James S. Ford (eds.) American Institute for Decision Sciences Western Region Proceedings, 13 (March, 1984), 111-113.

**Alpert, Mark I.**, Alpert, Judy I., Gerald Albaum, "Response Set Bias and Cross-Cultural Measures of Attribute Importance," in Charles F. Keown and Arch G. Woodside (eds.) Proceedings Of The Second Symposium On Cross-Cultural Consumer And Business Studies, (December 1987), pp. 121-124.

Alpert, Judy I. and **Mark I. Alpert**, "Background Music As An Influence in Consumer Mood and Advertising Responses," in Thomas R. Srull (ed.), Advances In Consumer Research, 16 (Fall 1989), pp. 485-491.

**Alpert, Mark I.**, Alpert, Judy I. and Gerald Albaum, "Crosscultural Patterns in Musical Imagery: Advertising Implications," in Nicolaos E. Snydinos, Charles F. Keown, et al., (eds.) Proceedings of the Third Symposium on Cross-cultural Consumer and Business Studies, (Fall 1990), pp. 383-393.

Alpert, Judy I. and **Mark I. Alpert**, "Contributions From A Musical Perspective On Advertising and Consumer Behavior," in Rebecca H. Holman and Michael R. Solomon (eds.) Advances In Consumer Research, 18 (Spring 1991), pp. 232-238.

**Alpert, Mark I.** Alpert, Judy I. and Gerald Albaum, "Cross-Cultural Responses to Music in Advertising," Proceedings of the Fifth World Marketing Congress (Summer 1991), pp. 90-95.

Golden, Linda L. and **Mark I. Alpert**, "A Neural Network Investigation of the Relationship Between Likelihood of Purchasing and Country-Product Image," in Gerald S. Albaum, *et al.* (eds.) Proceedings of the Fourth Symposium on Cross-Cultural Consumer and Business Studies (December 1993), pp. 237-240.

**Alpert, Mark I.**, Alpert, Judy I. and Elliot K. Maltz, "Purchase Occasion Influence on The Role of Music in Advertising," Proceedings of the 26<sup>th</sup> International Research Seminar in Marketing, La Londe Les Maures, June, 1999.

Brockett, Patrick L., Derrig, Richard A., Golden, Linda L., Levine, Arnold, and **Mark I. Alpert**, "Insurance Fraud Classification Using Principal Component Analysis of RIDITs," 33<sup>rd</sup> Annual Western Risk and Insurance Association Meeting, January 2001.

**Alpert, Mark I** and Rajagopal Raghunathan, "Psychometrics of Hotel Service Quality: Comparative Factor Structures of Alternative Market Segments," in Ron C. Clute (ed.), Proceedings of the European Applied Business Research Conference, June 2003. Received Best Paper Award.

Books (and chapters) in Print:

Sturdivant, Frederick D., Stern, Louis W., Grabner, John R., Jr., Robertson, Thomas S., Myers, James H., Kernan, Jerome B., Levy, Sidney J., **Alpert, Mark I.**, Bucklin, Louis P. and Stanley F. Stasch, Managerial Analysis in Marketing. Glenview, Illinois: Scott, Foresman and Company (1970).

Sturdivant, Frederick D., Stern, Louis W., Grabner, John R., Jr., Robertson, Thomas S., Myers, James H., Kernan, Jerome B., Levy, Sidney J., **Alpert, Mark I.**, Bucklin, Louis P. and Stanley F. Stasch., Perspectives in Marketing Management. Glenview, Illinois: Scott, Foresman and Company (1971).

**Alpert, Mark I.**, "An Integrated Approach to Pricing Decisions," in Frederick D. Sturdivant, et al., Perspectives in Marketing Management. Glenview, Illinois: Scott, Foresman and Company (1971), 245-56.

**Alpert, Mark I.**, Pricing Decisions. Glenview, Illinois: Scott, Foresman and Company (1971).

**Alpert, Mark I.**, (Book Review) Market Segmentation, by Ronald D. Frank, William F. Massy, and Yoram Wind, in Journal of Marketing, 37 (April, 1973), 119.

**Alpert, Mark I.**, "Pricing in an Era of Rapid Change," invited chapter in Zaltman and Bonoma, (eds.) Review of Marketing, 1978, American Marketing Association, 230-250.

**Alpert, Mark I.**, Bruce, Grady D. and Neil K. Allison, "Response Set Variations in Measuring Determinant Attributes," in Alan D. Shocker (ed.) Analytic Approaches to Product and Marketing Planning, (Cambridge, Mass.: Marketing Science Institute, 1979), 273-89.

Srivastava, Rajendra K. and **Mark I. Alpert**, "Customer-Oriented Approaches to Identifying Product-Markets: The Validity of Substitutability Measures," in Rajendra K. Srivastava and Allan D. Shocker (eds.) Analytic Approaches to Product and Marketing Planning, Marketing Science Institute and American Marketing Association, Cambridge, Massachusetts (1982), 26-57.

Douglas, Susan P, Solomon, Michael R., Mahajan, Vijay, **Alpert, Mark I.**, Pride, William M., Frazier, Gary L., Ford, Gary T., Anderson, James C. and Peter Doyle (co-editors), American Marketing Association Educators' Proceedings. Chicago, Illinois: American Marketing Association (1987).

Orme, Bryan K., **Alpert, Mark I.**, and Christensen, Ethan, "Assessing the Validity of Conjoint Analysis – Continued," Sawtooth Software Research Paper Series (1997).

**Alpert, Mark I.**, "Reflections on the (Wonderful) Work of Morris Holbrook," Huber, Joel (editor), Legends in Marketing – Morris B. Holbrook, Volume 1: Traditional Decision-Oriented Approaches –Attitude, Information-Processing, and Features-Perceptions-Affect Models, Sage Publications (forthcoming);.

### Publications and Research In Process

(with Linda Golden and Pat Brocket) "Classification Without the Dependent Variable: An Application of Pridit Analysis." Paper being revised for re-submission requested by Marketing Science.

(with Rajagopal Ragunathan) "The Unhealthy Equals Tasty Paradox and Children's Food Choices." We are collecting a third data set for a research project on the paradox of perceived healthiness of food with perceived taste, focusing on children's nutritional knowledge and food choices, as correlated with those of their parents.

(with Linda Golden and Wayne Hoyer) "Repetition Effects on Miscomprehension and Advertising Effectiveness." Revision underway for publication submission.

(with Judy Alpert and Gerald Alba) "Crosscultural Variations in Affective and Imagery Responses to Background Music: A Four Country Study." Data gathered; analysis completed and write-up for journal submission underway.

### Participation in Conferences

Chairperson, Research Methodology Track of National Educators' Conference of the American Marketing Association, August 1976.

Chairperson, Buyer Behavior Track of National Educators' Conference of the American Marketing Association, August 1987.

Program Committee, Association for Consumer Research National Conference, 1989, 1991, 1992.

Session Organizer and Chair, "Dissertations of the 1980's: The Birth of Potentially Significant Research Streams for Creating Marketing Knowledge," Special Session for 1989 Marketing Research Track of American Marketing Association Annual Educators' Conference.

Speaker, Competitive Research Paper, American Marketing Association Conference: August 1971; August 1972; August 1975; August 1976; August 1982.

Session Chairperson: Association for Consumer Research Conference, 1992.

Session Chairperson: American Marketing Association Annual Educators' Conference, 1990; Third Symposium On Cross-Cultural Consumer and Business Studies, 1990; Fourth Symposium on Cross-Cultural Consumer and Business Studies, 1993.

Discussant, American Marketing Association Conference: August 1969; August 1979 (2).

Speaker, Competitive Research Paper, American Institute for Decision Sciences Conferences: November 1972; November 1973; November 1974; November 1975.

Session Chairperson, "Consumer Research on Urban Transportation Problems," Association for Consumer Research Conference, October 1975.



Session Chairperson: Association for Consumer Research, 1993; Fourth Symposium on Cross-Cultural and Business Studies, 1993.

Speaker, Competitive Research Paper, Association for Consumer Research Conference, November 1976; November 1977 (2); November 1978 (3); November 1979; November 1980; November 1982; November 1988; October 1990.

Speaker, Competitive Research Paper, Southwestern Marketing Association Conference, March 1977 (2).

Speaker, American Psychological Association Symposium on "Psychological Methods and Planning a Better Transportation Environment," 1974.

Speaker, Second and Third Symposia On Cross-Cultural Consumer and Business Studies, Sponsored by Division of Consumer Psychology, American Psychological Association and the Academy of International Business, Pacific Basin Region, 1988, 1990.

Invited Paper, American Marketing Association/Marketing Science Institute Conference on Analytical Approaches to Product Planning, I and II (1977 and 1981).

Invited Paper, American Marketing Association Doctoral Consortium, August, 1984.

Speaker, Competitive Research Paper, The 26<sup>th</sup> International Research Seminar in Marketing, La Londe Les Maures, June, 1999.

Speaker, Refereed Special Session, Society for Consumer Psychology Conference, February, 2001.

#### Professional Memberships and Activities

Member, Editorial Review Boards: Journal of Marketing, 1979 to 2005, and 2008 to date; Journal of Retailing, 1979 to date; Journal of Marketing Research, 1985-1991; Journal of Business Research, 1988 to 1998.

Outside Reviewer for Promotions or Senior Faculty Hiring: Arizona State University, Boston College, Cornell University, Georgia Institute of Technology, Harvard University, Indiana University, New York University, Northeastern University, Northwestern University, Ohio State University, Pennsylvania State University, Purdue University, Rutgers University--New Brunswick, SUNY—Buffalo, Washington State University, **Universities of:** Arizona, California--Irvine, Cincinnati, Connecticut, Illinois, Hawaii, Indiana, Iowa, Kansas, Kentucky, Massachusetts, North Carolina, Pennsylvania (Wharton), Pittsburgh, Southern California, South Carolina, Washington.

Nominations Committee, Association for Consumer Research, 1992.

Judge for 1978, 1980, 1981, 1990, 1992, 1995, 1996 and 1997, American Marketing Association Dissertation Competitions.

Judge for 1977 American Institute for Decision Sciences Competitive Paper Selection.

Judge for 1990 Symposium on Cross-cultural Consumer and Business Studies.

Judge for 1993 Academy of Marketing Sciences Competitive Paper Selection.

Judge for Association for Consumer Research Competitive Paper Selections: 1975, 1976, and 1978 to date. **Program Committee:** 1989, 1991, 1992, 1998.

Judge for 1972, 1973, 1978, 1980 to date American Marketing Association Competitive Research Paper selection. **Program Committee:** 1976 (Track Chairperson, Marketing Research); 1987 (Track Chairperson, Buyer Behavior)

Occasional Reviewer: Decision Sciences, Journal of the Academy of Marketing Sciences, Sloan Management Review, Journal of Advertising, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Marketing Science, Social Science Quarterly, Journal of Electronic Computing.

Referee-Marketing, Social Science Quarterly, 1968-73.

Association for Consumer Research

American Marketing Association

Editorial Consultant-Marketing, BUSINESS PUBLICATIONS, INC., a subsidiary of Richard D. Irwin, Inc., book publishers, 1975-1984.

#### Grants Received

1. College of Business Administration Academic Development Grant, entitled "Marketing Information and Research Methodology," Summer 1971.
2. University of Texas Research Institute Grant, entitled, "Heterophily and the Determinants of Voter Choice," 1972-73.
3. Principal Investigator, "Transportation to Fulfill Human Needs in the Rural/Urban Environment," a United States Department of Transportation Research Grant. Total budget for projects in my topic area = \$144,000 from D.O.T., 1973-76.
4. (with Roland Rust) "Television Behavior in the Cable Age," a Marketing Science Institute Grant (\$8,000), 1985.
5. University of Texas Research Institute Grant, entitled, "Standardizing Issues in Cross-Cultural Research," 1987-88.
6. University of Texas Research Institute Grant, entitled, "Music and Word Effects on Imagery, Recall, and Purchase Intentions in Advertising," 1988-89.
7. University of Texas Research Institute Grant, entitled, "Situational Influence on the Role of Music in Advertising," 1996-97.

#### Other Academic and Service Activities

Board of Trustees, Shattuck-St. Mary's School (Faribault, Minnesota), 2005 to 2011.

Texas Department of Agriculture GO TEXAN Partner Program Advisory Board, 2005-2007.

University of Texas Faculty Senate and University Council, 1982-84; 1994-98; Executive Committee, 1994-95; 2001 – 2002.

University of Texas Faculty Council, 2007-2009; 2011-2013. Executive Committee 2011-2013.

University of Texas Graduate Assembly, 1989-1995, 2000-2003; Chair-elect, 1993-94. Chair, 1994-95. Chair, Administrative Committee, 1992-93. Chair, Academic Committee, 1993-94.

University of Texas Committee For Reorganization of Governance Structure, 1994-95.

Member, University of Texas Faculty/Staff Welfare Committee, 1996-98; Vice-Chair, 97-98; 2001-2002. Chair, 2002-2004.

Elected as University of Texas at Austin representative to the UT System Insurance Advisory Committee, 2002-2004.

University of Texas Graduate School Ph.D. Research Internship Evaluation Committee, 2001, 2002, 2003.

Member, University of Texas Faculty Grievance Committee. 1997-2001.

Member, University of Texas Faculty Council Committee on Student-Teacher Evaluations, 1997.

Member, University of Texas Committee to Choose Outstanding Graduate Teaching Award, 1993-95.

Member, University of Texas Search & Screening Committee for Vice-President and Graduate School Dean, 1995.

Chairperson Faculty Academic Development and Research Committee (FADRC), Graduate School of Business, 1987-89; 1994-95.

Chairperson, Faculty Research Achievement Awards Committee, Graduate School of Business, 1993.

Chairperson, Graduate School of Business Research Awards Committee, 1993; member, 1994.

Chairperson, Committee on Graduate Studies (Doctoral Program), Marketing Department, 1980-1987.

Chairperson, Marketing Department Search Committee on Nominees for Distinguished Chaired Professors, 1982-84.

Member, Graduate School of Business Search Committee on Nominees for Distinguished  
Chaired Professors, 1982-84; 1988-89.

Marketing Department Budget Council, 1970-72; 1973-2004.

Marketing Department Executive Committee: 2005-2007; 2008-2012.

Member, Undergraduate Curriculum and Courses Committee, Graduate School of Business,  
1989-1990.

Member, Doctoral Admissions and Continuance Committee, Department of Marketing, 1986-88;  
1990-1991; 1993-95.

Marketing Department Research Awards Nominating Committee, 1992-93.

Marketing Department Teaching Awards Nominating Committee, 1992-93.

Member, University of Texas Graduate School Self Study Report Committee, 1987.

Ph.D. Committees (eighteen). Six as chairperson, twelve as member.

M.B.A. Professional Reports and Theses (forty-six). Thirty as chairperson, sixteen as member.

M.B.A. Curriculum and Courses Committee (College of Business Administration), 1968-69.

Student Evaluation and Teaching Effectiveness Committee (College of Business  
Administration), 1969-70.

Chairperson, Honors Program Committee (College of Business Administration), 1970-73.

Academic Development Committee (College of Business Administration), 1970-75.

Student Affairs Coordination Committee (College of Business Administration), 1970-73.

Research Design Module Committee (College of Business Administration), 1971.

Coordinator, Marketing Management Core Committee (College of Business Administration),  
1971 to 1993; 1994 – 1996.

MBA Core Council (College of Business Administration), 1994 – 1996.

Project Info (University Project for Minority Student Recruitment), 1971-1972. Board of  
Directors, 1972-76.

Faculty's Committee for Master's Program (College of Business Administration), 1975-77, 1979-  
81. Elected committee administering M.B.A. program policies.

Council for Advanced Transportation Studies (UT), Operating Committee, 1972-1976.

Business Honors Council Advisor, 1972-73.

Graduate School of Business Faculty Academic Development and Research Committee, 1985-1989.

University of Texas Fellowship Committee 3, 1981, 1982.

University of Texas Parking and Traffic Policies Committee, 1981-83.

### Teaching Interests

Marketing Research, Principals of Marketing, Marketing Management, Analytical Methods in Marketing, Multivariate Statistics, Decision Support for Marketing Managers, Special Projects in Marketing.

### Honors Received

Co-author, ARIA Research Prize for 2003, awarded to the authors "of a paper published by the American Risk and Insurance Association that provides the most valuable contribution to casualty actuarial science."

Co-author, Best Paper Award, European Applied Business Research Conference, June, 2003.

Journal of Retailing: Outstanding Reviewer Award, 2003, 2009, 2011.

Journal of Retailing: Twenty-Five Years of Editorial Review Board Service Award, 2011.

Invited Guest Speaker, Parents' Day, Spring 2003.

Co-author, *Alpha Kappa Psi* Award-winning article for Outstanding Contribution to Marketing Practice, Journal of Marketing, 1984.

Co-author, Award-winning paper in Consumer Behavior Track of 1983 American Marketing Association Educators' Conference.

Co-author, Award-winning paper (one of five best papers) of 84 submitted, and 31 published in Yves Evrard, Wayne Hoyer and Alain Strazzeri (eds.) Proceedings of the 26<sup>th</sup> International Research Seminar in Marketing, June, 1999.

Directed Award Winning MBA team for the Chevrolet Cavalier 1999 College Marketing Competition.

Offered Editorship of Journal of Retailing for Three-year term (Fall 2000, and Fall 2006).

Listed as one of most influential reviewers of Consumer Behavior research (Association for Consumer Research Newsletter, December 1990. Ranked 21st (tie) for 1979-82, and 8th (tie) for 1985-88. Rankings based on weighted index of editorial service and reviewing for consumer research publications.

Listed as one of the 20 top research paper contributors to the Association for Consumer Research Annual Conferences (1970-79).

La Quinta Motor Inns, Inc., Centennial Professor of Business Administration, 1982 to 1987.

Listed, Who's Who in America, Who's Who in Advertising, Who's Who in American Education.

Marketing Department Nominee for Outstanding Career Research Contributions, U.T. GSB, 1985.

Marketing Department Nominee for Outstanding Researcher, U.T. Chapter of Golden Key National Honor Society, 1983.

Marketing Department Nominee for Joseph Beasley Teaching Excellence Award (Graduate School of Business), 1974, 1975, 1976, 1977, 1979, 1981, 1983, 1984, 1985, 1986, 1989, 1990, 1992.

Awarded Joseph Beasley Graduate Teaching Excellence Award, 1977.

Marketing Department Nominee for Jack Taylor Teaching Excellence Award, 1980, 1984.

Graduate Students' Council Nominee for Outstanding Professor, 1979, 1981, 1982, 1985, 1986, 1987.

Outstanding Student in University of Southern California Graduate School of Business Administration - 1965.

Member of Pilot Doctoral Consortium of American Marketing Association, 1966.

Invited Faculty Speaker, American Marketing Association Doctoral Consortium, 1984.

Journey for Perspective (fellowship as member of international business and political seminar, Russia and Europe, Summer 1965).

Commerce Associates Research Fellowship at University of Southern California Graduate School of Business Administration - 1965-67.

Burcon (M.I.T. Senior Honorary).

*Beta Gamma Sigma.*

Business Associations and Professional Consulting (partial listing)

Clark, Thomas, Winters and Shapiro  
Jenkins & Gilchrist  
Paul, Hastings, Janofsky & Walker  
Joseph Schlitz, Inc.  
Coors Brewing, Inc.  
Heydemann Instruments  
Arkansas Planning Commission  
Richard D. Irwin, Inc.

Goodyear Publishing, Inc.  
McMillan Publishing  
McGraw-Hill  
Dryden Press  
Allyn & Bacon, Inc.  
Management Analysis Center, Inc.  
Zenith Management Company  
Kent Publications  
Prentice-Hall

Vitae

Born: November 6, 1942; Duluth, Minnesota

Marital Status: Married, one child

Height: 5'10"; Weight 180 lbs.

Address: CBA 7.244  
University of Texas  
Department of Marketing  
Graduate School of Business  
Austin, Texas 78712

512-471-5417 (phone); 512-471-1034 (FAX)  
e-mail: [alpertm@mail.utexas.edu](mailto:alpertm@mail.utexas.edu)